

Red in Leisure-Land . . .

# Caesars Start to Build a New Tower of Luxury

(See Picture, Page A-4)  
By RED LOCKWOOD

What is taking place at Caesars at 4111 Pacific Coast Highway keynotes expansions of today and in the future which promise to convert the Torrance thoroughfare into a reasonable cost "Leisure Lane" which can gain worldwide renown in the years to come.

Bulldozers are ripping up the soil upon which a five-story high-rise tower will stand crowned by a sign with rotating letters nine-feet high to sell out C-A-E-S-A-R-S and also proclaim time and temperature.

To the north of the site of the future tower, the first half of a three-story, two-wing, addition to Caesars Motel is being constructed.

**Overall Plan**  
Both are part of an overall plan of expansion conceived and being turned into reality by developer Gilbert D. Sellan, to join the present facilities at Caesars.

Those include the present motel and Quo Vadis Apartments, the Gourmet Room, Coffee Shop, cocktail lounge and the Apollo Room where entertainment is provided nightly.

The five-story tower will be provided with elevator service with the subterranean first floor to contain the facilities of Caesars Health Club, which will provide schedules for both men and women members.

It will include two steam baths and one Sauna Room which will provide dry heat rather than steam.

The club will have two massage rooms, staffed by both a masseuse and a masseur, two exercise rooms, a barber shop, a beauty shop, and a dress shop.

**Members Only**  
Caesars Health Club will be open to members only.

The second floor will provide banquet accommodations for a minimum of 350 guests. There will be two preparation kitchens and three portable automatic service bars.

The third, fourth, and fifth floors of the new high-rise tower will be devoted to executive-type living apartments, modernly and luxuriously furnished.

The fifth floor shall contain two of the finest penthouses in Southern California, described as the ultimate in luxury and in exquisite appointments to rank with Presidential Suites of the nation's most noted hotels.

Target date for completion of the new tower is around the first of the year.

Other barometers of the fantastic growth of the Torrance area are two new theatres opening in the past week and other expansion and new construction work in the area, either now under way or soon to be announced.



Francois at Work . . . artistry, drama, excitement

Meet Your Host . . .

# Jimmy Richmond Finds Opportunity in Adversity

Editor's Note: The following is the second of a series of articles devoted to the men and women who own, operate, or manage, the many excellent restaurants to be found in the Torrance area.

By RED LOCKWOOD

Behind the puckish good humor lighting the eyes of Jimmy Richmond of the Wayfarer Restaurant ((2230 Pacific Coast Hwy.) there apparently lurks a sagacious ability to know an opportunity when one comes along.

That belief grows when one considers the fact that Jimmy Richmond came out of a partnership which endured only a few short months with a new name and a way of life which has endured for more than a quarter of a century and has won him a national reputation.

As opportunity so often does, Jimmy's began in the midst of adversity — in the struggle to establish a new restaurant in the San Fernando Valley during the dying throes of the depression, in the year 1938.

Jimmy's partner was a chef from one of the large hotels. His name was Francois. That name was given to the restaurant.

**Family Affair**  
The restaurant was strictly a family affair. The wives of the two partners worked as waitresses. Francois was chef, Jimmy was host. All four put in long hours in an effort to make it go.

But Francois gave up to go back to the security of a hotel kitchen and sold his share of the restaurant and its name to Jimmy Richmond.

Shortly after the sale, the restaurant began to thrive. Jimmy became better known as "Francois" than by his own name. His flair for serving food with a touch of drama and excitement eventually led to the Wayfarer which he opened, with son Frank, in December of 1961.

Mileposts along the way were Victor Hugo's in which Jimmy was part owner from 1947 until 1951; and Francois' Manhattan in Long Beach which he owned from 1951 until 1959.

**Frank Graduates**  
Jimmy dallied with retirement following the sale of Francois' Manhattan. By the time 1961 rolled along, son Frank had graduated from the Restaurant and Hotel School at Cornell University and had gone to work for a chain operation in Orange County.

One day his dad phoned Frank and asked him to come to Lomita to see a restaurant that Jimmy was in-

terested in buying. "Where's Lomita?" asked Frank. The last time he had been in the Torrance-Lomita area was during high school days. He remembered this area to be occupied only by wide open spaces. "I thought," Frank recalls today, "that was a strange place to operate a restaurant. Then, when I came back to this area, I simply couldn't believe that such a growth could take place in such a short time."

**New Expansion**  
Since purchasing the Wayfarer Restaurant in 1961, several renovations have taken place plus construction of two additions. Now the Wayfarer is being expanded to provide banquet accommodations for 150 guests, which will bring the total seating capacity to 350.

Jimmy is completely out of retirement now, but hunts elk and moose in Wyoming and fishes for salmon in Canada as a means of relaxing.

But about five o'clock most evenings (except Tuesday when the Wayfarer is closed), Jimmy dons a white dinner coat and his identity as Francois to flame ducks and to prepare crepes suzettes with a flair and a drama that brings diners' from coast to coast through the Wayfarer's doors.

And it all began when Jimmy saw an opportunity amidst the adversity of a struggle to keep the doors of a small restaurant named Francois' open during the dying throes of the depression a quarter of a century ago back in the year 1938.



MIKE CLIFFORD at Caesars

# Shakey's Got Both . . .

Pizza brings all the spice and zest of Sunny Italy to the palate, but it seems by looking around at the modern scene that pizza is fast becoming as American as well, as American as ragtime.

You know, the ragtime that you hear on a player piano.

And Shakey's got both — pizza and a player piano — at 5105 Torrance Blvd.



The Moonglows, softly glowing

## 'Picnic' Is Coming

The Pulitzer prize play, "The Picnic," is to be presented by the Palos Verdes Players the weekends of Oct. 25 and 26 and November 1 and 2.

The play is a comedy-drama telling the story of a not very bright college football player who turns tramp and arrives in a small Kansas town on Labor Day.

# Moonglows Glow These Week-ends at Tack Room

The Moonglows are three who play together as one to produce music which is as soft and as dreamy as their name.

Individually, the three who play Friday and Saturday nights at The Tack Room (27672 Silver Spur Road) are Eddie Gualano, piano, Dolores and Ted Sullivan bass and guitar respectively.

Dolores and Ted are local residents, living in Hollywood Riviera. Eddie dwells in Inglewood. Before coming to the Tack Room, the Moonglows glowed at Caesars on Century Blvd.

**Its Friendly**  
When they play, the Moonglows "try to make it friendly," in the words of Ted.

Musically, Ted and Dolores build and intertwine their rhythms around and through Eddie's piano artistry.

They all sing, as a group and individually. Eddie came from Chicago and Dolores came from Caldwell, Idaho, to eventually meet up with Ted, who came here from New Jersey. "So long ago all that I can remember is Southern California."

It is good that they got together, for they make it friendly with music as soft and as dreamy as the name they chose to represent what they do.

**GOVERNMENT**  
Men well governed should seek after no other liberty, for there can be no greater liberty than a good government.

—Sir Walter Raleigh

# Don Baker Plays Tonight

Small incidents can have great effects upon the lives of men and a case in point is organist Don Baker who comes to Torrance tonight to provide a free concert of organ music.

Don, back in 1923, filled in for one night when the organist of a Long Island theatre failed to appear. Don at that time was pianist at the theater.

That one night led to a 40-year career at the console of the organ for Baker.

Tonight, Baker will play at the Torrance Recreation Center, at Torrance Blvd. and Madrona. The concert starts at 8 p.m. Tickets may be obtained at Nikl Music Co., "Katty Korner" from Sears on the south side of Sepulveda Blvd., just west of Hawthorne. The tickets are free and may be obtained at the store.

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Kim Novak - James Garner  
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and  
Peter Finch - Jane Fonda  
**"IN THE COOL OF THE DAY"**

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October 13, 14, 15

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and  
**'Terrified'**  
with Rod Lauren and Tracy Olsen

# DINING OUT